

A. INTRODUCTION

The Hispanic/Latino Adult Tobacco Survey (H/L ATS) is designed to measure the tobacco-related behaviors, knowledge, attitudes, and opinions of Hispanic and Latino persons. While the H/L ATS is based on the General Population State ATS and will generate comparable results, it is uniquely suited for administration among Hispanic/Latino populations: the questions asked and vocabulary used reflect the experience and language of Hispanic/Latino persons. In addition, the Spanish translation was carefully developed to be understood by Spanish-speakers from various countries of origin.

To facilitate comparisons, a symbol appears next to each H/L ATS module question to indicate how that question compares with its counterpart on the General Population State ATS: identical (▲), very similar but not identical (◆), or similar but not identical (■). The symbol for “very similar but not identical” may mean, for example, that the same wording appears in both question versions but in a different order; whereas the symbol for “similar but not identical” may mean the two versions differ in wording. New questions not originally included on the General Population State ATS are indicated (●).

This guide highlights what is unique to the H/L ATS, as opposed to the General Population State ATS, and provides tips for meeting the unique challenges of conducting a population-based sample survey among the Hispanic/Latino population.

The guide is organized into five main sections:

- [Instruments](#)
- [Sampling and Weighting](#)
- [Analysis and Reporting](#)
- [Enhancing Response Rates](#)
- [Background, References, and Resources](#)

For more information and background on the General Population State ATS, see *Guidelines for Conducting General Population State Adult Tobacco Surveys* (Mariolis, in press).

This guide was developed by the Centers for Disease Control and Prevention’s (CDC) Office on Smoking and Health (OSH). For additional information, contact this office by e-mail at tobaccoinfo@cdc.gov or by phone at 1-800-CDC-INFO. Visit the OSH Online Publications Catalog to order OSH publications and materials.

The H/L ATS instruments and survey materials were approved by the Office of Management and Budget (OMB) for use by CDC in New York, Florida, and Texas. This approval does not extend to other uses of the H/L ATS. Use in other locations, by CDC or any other researcher, requires approval from pertinent authorities. It may be helpful when applying for such approval to reference the approval provided by OMB to CDC.